

Michelle Bartolo

Professor Rivas

Software Development I

9 February 2017

Bartolo Medical Sales Inc. Customer Relationship Management Database

Bartolo Medical Sales is a small Hospital and Health Care company founded in January 1991 by Domenic Bartolo, a graduate of Bernard Baruch College. The company sells various medical products in the Metropolitan New York area to a diversified medical dealer network. Bartolo Medical Sales evaluates the needs of prospective clients, drafts proposals, and makes formal presentations and demonstrations to market products and close sales. In order to improve the sales of Bartolo Medical Sales and allow it to become increasingly successful, creating a Customer Relationship Management (CRM) Program is necessary. CRM software allows all customer information and documents to be placed in a single database so that businesses can access and manage the information more easily. In simpler terms, it creates and builds a customer profile. A CRM creates a historical record for each customer that helps to identify habits in purchasing in order to allow the business to track sales and make smarter decisions. It is extremely beneficial for a business to use some sort of CRM program because it enables individuals to keep track of communications with customers in an organized manner. In the past, Bartolo Medical Sales Inc. has purchased Customer Relationship Management Programs, such as Goldmine or ACT Software. Unfortunately, these programs cost hundreds and sometimes thousands of dollars and do not always have all of the features wanted and needed. Most recently, upon attempting to utilize Goldmine when Windows 10 was introduced, the system would not work and crashed. In order to avoid these issues, I will be creating a Customer

Relationship Management Database program for Bartolo Medical Sales using java to make the database. The database will store information, such as email, phone number, and purchase history, of clients so that Bartolo Medical Sales Inc. can continue to effectively sell medical equipment.